



The Chesapeake Bay Gateways Network

# 2003 Network-Wide Conference

"Telling the Chesapeake Story: Bringing People and the Bay Together"

November 5-7, 2003 ♦ Annapolis, Maryland

## The First Chesapeake Bay Gateways Network-wide Conference

For the first time in three years, representatives and partners of over 120 parks, refuges, museums, historic sites and trails will come together at the Chesapeake Bay Gateways Network conference "Telling the Chesapeake Story: Bringing People and the Bay Together."

Help make the conference an extraordinary event and take advantage of opportunities to strengthen your relationships with Gateways and other organizations working to benefit the Chesapeake Bay and its rivers.

The conference targets:

- All 120 plus Chesapeake Bay Gateways Network members
- Potential Gateways and groups organizing land and water trails throughout the Chesapeake watershed
- Organizations interested in partnering with Gateways to help others experience Chesapeake places and stories
- Tourism interests and visitor information centers throughout the Chesapeake Watershed

## Telling the Bay Story: Bringing People and the Bay Together

The Gateways Network conference is a chance to discuss the past, present and future state of the Chesapeake Bay and the Gateways Network with friends and colleagues. Share the skills, visions and best practices necessary to help people experience the Chesapeake, its rivers and many special places and stimulate their conservation. **Register now!**

## Conference Highlights

The conference is packed with opportunities for directors, board members, agency employees, nonprofit staff and volunteers to shape the Network and share practical applications. Keynote sessions will set the stage for concurrent workshops. Sample a range of topics, or focus on a few by following a thematic series. Session topics include:

- *Telling the Chesapeake Story – Successful Programs*
- *Communicating Your Site's Stories*
- *Network Building and Region-wide Marketing*
- *Interpreting Chesapeake Stewardship – Tying into the Larger Story*
- *Partnerships & Interpretation Beyond a Single Site*
- *Achieving Your Goals – Site Capacity Building*
- *Land and Water Trails and Other Connections*

A Chesapeake dinner by City Dock and on-site entertainment evoking our mission to connect people with the Chesapeake, opportunities to network, and an energizing conclusion will also speak to our mutual purposes and give us plenty to look forward to.



## Accommodations

The conference will be held at the Radisson Hotel in Annapolis, Maryland. Take advantage of a special conference rate of \$90 per night (federal rate) by making a reservation online at [www.radisson.com](http://www.radisson.com) or calling 800/266-7631 and asking for the **APPL block** for the Chesapeake Bay Gateways Network conference.

## Register Now!

Basic registration includes admission to the general, educational and networking sessions, breaks, lunches and dinners.

### Registration Fees:

Gateway members                    \$110  
Non-Gateway participants        \$135

Mail or fax registration form by **October 14, 2003**

to: **CBGN Conference c/o APPL**

**2401 Blueridge Avenue, Suite 303**

**Wheaton MD 20902**

**FAX 301/946-9478**

For more information contact Krista Muddle at [kmuddle@appl.org](mailto:kmuddle@appl.org) (301- 946-9475 X 25).

## About the Gateways Network

Millions of Americans visit the Chesapeake Bay's attractions – the natural, cultural and recreational sites that make the watershed a national treasure. The Chesapeake Bay Gateways Network enriches these experiences by connecting special places with the larger patterns of life and culture in the region, fostering greater understanding of the Chesapeake's importance.

Over the past three years, the Chesapeake Bay Gateways Network has grown to encompass more than 120 different parks, museums, historic districts, wildlife refuges, water trails and other sites. The Gateways Network is your way to experience the Chesapeake.

Explore Your Chesapeake at  
[www.baygateways.net](http://www.baygateways.net)



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## The Chesapeake Bay Gateways Network Conference is sponsored by:



National Park Service



Alliance for the Chesapeake Bay



Chesapeake Bay Commission



Maryland Department of Housing & Community Development  
Md. Historical Trust



Maryland Department of Natural Resources



Maryland Office of Tourism Development



Pennsylvania Department of Conservation & Natural Resources



Pennsylvania Fish & Boat Commission



Virginia Department of Conservation & Recreation



Virginia Department of Historic Resources



Virginia Tourism Corporation



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## Conference Agenda and Important Session Information

2:00 PM Wednesday, November 5 through 1:00 PM Friday, November 7

**Choose one of the customized tracks below or mix and match to meet your needs:**

### ***Telling the Chesapeake Story: Successful Interpretive Planning and Programs***

- Making the Most of Your Assets: Interpretive Planning 101
- The Interpretive Process
- Interpretive Planning Models: Goal Driven Planning, Visitor Experience Planning
- Interpretive Project Planning and Evaluation

### ***Telling the Chesapeake Story: Communicating Your Story***

- Matching Interpretive Media to Your Site's Resources - Making the Right Choices
- The Outdoor Experience – Interpreting the Landscape
- The Indoor Experience – Visitor Centers, Exhibits
- The Take Home Experience – Publications, Trail Guides, Marketing
- The Electronic Media – Planning for and Using the World Wide Web

### ***Building Our Network: Enhancing Message and Market***

- Network-wide Visibility, Marketing and Branding
- Unity of Message: Network-wide Messaging
- Network Communication Power: Commonalities in Publications, Branding & Standards
- Making the Most of the Gateways Network Website and Links to Your Website
- Making the Most of Brochures, Maps, Signs and Tourist Centers

### ***Growing Chesapeake Stewardship: Making the Most of Opportunities to Interpret Conservation***

- Developing Stewardship/Restoration Activities for Your Site
- Engaging Citizens and Visitors in Stewardship at Your Site
- Interpreting Stewardship I – Creating Interpretive Programs Addressing Important Civic Issues
- Interpreting Stewardship II – A Dialogue on Interpreting Chesapeake Stewardship Issues

### ***Partnerships and Best Practices: Creating Partnerships for Trails, Tourism, and Interpretation***

- Partnering 101: How to Select the Best Project or Site-specific Partnerships for Your Gateway
- Partnership 102: Building the Best Regional Partnerships for Your Gateway
- Best practices: Heritage Areas and Regional Interpretation Practices from Around the Nation
- Getting the Visitors: Packaging Trip Planning around Gateways
- Marketing, Managing and Linking Water and Land Trails

## ***Achieving Your Goals: Creative Resource Development and Capacity Building***

- Creating Outstanding Volunteer Program: Friendraising 101
- Making Your Case: Fundraising from the Grantor and Grantee Perspective
- Diversifying Your Resource Base: How to develop a diverse financial architecture for your Gateway, with specific section on raising matching funds
- Raising Revenue through Innovative Fee & Revenue Programs & Retail Sales
- From Your Strategic Plan to a Network Project: Successful grant project implementation

## ***Land and Water Trails and Connections***

### ***Orientation for Attendees Interested in the Network***

## **Day 1: Wednesday, November 5**

<b>1:00-5:00pm</b>	Open Registration
<b>2:30-4:00pm</b>	Keynote Welcome: Sets goals and themes of Conference
<b>4:00-5:30pm</b>	“Get to meet you” regional break out sessions
<b>5:30-6:30pm</b>	Tours to Annapolis Maritime Museum, Chesapeake Bay Foundation, and Alex Haley Memorial on City Dock
<b>6:30pm-7:30pm</b>	Cocktail Hour at the Annapolis Waterfront Marriott Hotel
<b>7:30pm-9:00pm</b>	Dinner at the Annapolis Waterfront Marriott Hotel
<b>9:00-10:00pm</b>	Dessert and “Them Eastport Oyster Boys” music and slide show entertainment

## **Day 2: Thursday, November 6**

<b>All day</b>	Exhibits of Network-wide and Gateways products and materials in the main hall
<b>8:30-10:00am</b>	First Concurrent Break-out Sessions
<b>10:15-11:45am</b>	Second Concurrent Break-out Session
<b>12:15-1:45pm</b>	Lunch
<b>1:45-3:15pm</b>	Third Concurrent Break-out Sessions
<b>3:30-5:30pm</b>	CBGN Town Hall: Partnerships/Networking
<b>6:30-10:00pm</b>	Dinner and Keynote speech from

## **Day 3: Friday, November 7**

<b>8:30am-1:00pm</b>	Exhibits of Network-wide and Gateways products and materials in the main hall
<b>8:30-10:00am</b>	Fourth Concurrent Break-out Sessions
<b>10:15-11:30am</b>	Fifth Concurrent Break-out Sessions
<b>11:30am-1:00pm</b>	Plenary Lunch

## **HOW TO REGISTER**

Mail or fax the attached registration form to **APPL, 2401 Blueridge Avenue, Wheaton, MD, 20902, FAX (301) 946-9478**. The conference will be held at the Radisson Hotel in Annapolis, Maryland. Take advantage of the Radisson Hotel’s special conference rate of \$90 per night (the federal per diem rate) by calling the Radisson at (800) 266-7631 and asking for the **APPL block** for the Chesapeake Bay Gateways Network conference. Or you can register on-line by using this link: [www.radisson.com](http://www.radisson.com). For more information contact Krista Muddle at [kmuddle@appl.org](mailto:kmuddle@appl.org) (301-946-9475 X25).



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"Telling the Chesapeake Story: Bringing People and the Bay Together"

November 5-7, 2003 in Annapolis Maryland

## PARTICIPANT REGISTRATION FORM

### Conference Hotel

Our conference hotel, the Annapolis Radisson Hotel, has offered all registrants the low federal per diem rate of \$90 per night. CBGN has blocked rooms for November 5<sup>th</sup> and 6<sup>th</sup>. The hotel is located at 210 Holiday Court in Annapolis MD 21401. Do not use this form to reserve your room. Log on to <http://www.radisson.com/reservation/resEntrance.do?pacLink=Y&promoCode=APPL&hotelCode=MDAPOLIS>. Or call (800) 266-7631 and ask for the APPL block.

### Participant Information

List information *as it should appear on nametag & attendee list*:

(Use a separate form for EACH person, including companions)

Name: \_\_\_\_\_ Position / Title: \_\_\_\_\_

Gateway / Friends Group / Organization: \_\_\_\_\_

Mailing Address with City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Check if you have special needs arising from a disability

Please specify: \_\_\_\_\_

Check if you have special dietary needs (including vegetarian or vegan)

Please specify: \_\_\_\_\_

### Participant Registration Cost and Amount Due

*(includes admission to the general, educational and networking sessions, breaks, lunches, and dinners)*

Gateway Representatives: First registrant \$110 \$ \_\_\_\_\_

Subsequent registrants \$100 # \_\_\_\_\_ \$ \_\_\_\_\_

Non-Gateway Representative Each participant \$135 \$ \_\_\_\_\_

**TOTAL AMOUNT DUE:** \_\_\_\_\_

Fill in information below and fax 301-946-9478 or mail registration form with payment to: APPL, 2401 Blueridge Avenue, Suite 303, Wheaton, MD, 20902

Type of Credit Card: (VISA and MasterCard only) \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Print Cardholder's Name: \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Cancellations MUST be made in writing, before October 14, 2003. A 10% processing fee will be deducted from refunded amount. No refunds will be made after October 14, 2003.

*For Questions:*

**Call APPL (301) 946-9475 x.25 Fax APPL 301-946-9478 E-mail [kmuddle@appl.org](mailto:kmuddle@appl.org)**

### For Office Use Only:

Processing # \_\_\_\_\_

Date Rec'd \_\_\_\_\_

Payment Rec'd Check # \_\_\_\_\_

Refund Due \_\_\_\_\_

Balance Due \_\_\_\_\_